PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: File DATE: April 19, 1984

FROM: Beth Kohl

SUBJECT: FIREWORKS BY GRUCCI

The following information, pertaining to fireworks displays, is based on a presentation given by Felix Grucci of the N.Y. Pyrotechnic Products Company (Grucci's).

Basically, there are three types of fireworks exhibitions which can be produced:

1. Traditional Manual Shows - Shells are shot manually. No music is included in the show. Price Range: $2,500-$5,000.

2. Traditional Semi-Electric Show - Shells are fired both manually and electrically, creating a more intense effect. Price Range: $5,000 - $10,000.

3. State-of-the-art Show - All shells are fired electrically. Music and color coordination are included. Price Range: approximately $1,200/minute per location. (The price drops for 5 or more shows).

The State-of-the-art show was displayed at the Brooklyn Bridge celebration where the shells were shot from three locations. We saw a tape of the Fireworks show at Shea Stadium, which was also State-of-the-art. The price for this 25 minute show was $25,000.

Felix suggests that fireworks shows, as a main attraction, should be about 25-30 minutes in duration. Based on past experience, he feels shows which last beyond that time frame tend to become repetitive and lack interest.

The standard colors used in shows are red, green, blue, yellow and white. A wide variety of effects can be used within a show and Grucci has assured us that the best quality of effects is used in a show, dependent on the budget. We can indicate what specific bursts we want in our show and Grucci will estimate the cost of the show based on this input. A five to six month lead time is required for the production of all custom shells.

2044153857

Source: https://www.industrydocuments.ucsf.edu/docs/gsnn0004

File April 19, 1984

Grucci will produce a musical tape to be used in conjuction with the fireworks - which can be a combination of narrative, music, credits, or anything we choose. We can give as much input as we like, or we can leave the selection of music up to them. George Plimpton is closely associated with the Grucci's and, based on his schedule, would be available to narrate any of our shows. The only cost to us would be his travel expenses.

If we desire, they will work out the logistics of broadcasting the tape through a local radio station. The cost of the broadcast is not included in the quoted price. If the spectator area is small enough, a sound system can be used in lieu of the radio broadcast.

In addition to the traditional fireworks display, the Grucci's also have the capability to produce special effects such as laser shows, hot air balloons and logo reproduction. Felix will bring in slides and videotape which demonstrate how these effects are used.

The exhibitions can be produced anywhere in the country. We would be responsible for paying the travel expenses of the crew i.e., transportation, lodging, and labor. For the semi-electrical show, a staff of three would be required. For the State-of-the-art show, four to six technicians are necessary. Felix estimates that the additional cost incurred for a 20 minute State-of-the-art show would run about 15% of the contract price.

A lead time of four weeks is needed to create a show. If we decide to do something during the Fourth of July, we would need to let them know as soon as possible.

In the fireworks world, The Grucci's are regarded as the best in the business. I would recommend using them for any projects we might undertake in this area.

cc: H. Goldfrach

BK:jg

2044153858

Source: https://www.industrydocuments.ucsf.edu/docs/gsnn0004